



The Entrepreneur's Guide to Successful Leadership (The Entrepreneurs Guide)

Dan Goldberg, Don Martin

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It's one thing to come up with a good business idea, and quite another to marshal the people, money, and other resources entrepreneurs need to make the dream a successful reality. That's why most businesses fail within the first two years. *The Entrepreneur's Guide to Successful Leadership* helps budding moguls make it out of the toddler phase of entrepreneurship and into adolescence and adulthood with confidence. A concise and practical guide to leading smaller enterprises, the book is based on a proven, nine-step model of effective leadership developed by Dan Goldberg—the founder of the For Eyes optical chain—and entrepreneur and educator Don Martin. Step by step, readers learn what real leadership looks like and how to lead and grow the successful enterprise.

Creating a vibrant business starts with understanding who you are, say the authors, and then coming up with a vision, mission, and strategy. That's the easy part. The hard part is to execute the strategy in line with your dreams, while using effective, ethical tactics to establish the business and prosper. Seasoned hands, the authors make that job easier, while helping entrepreneurs understand what makes employees tick and helping them become their productive best. The hard work not only gets easier, say the authors—it pays off as entrepreneurs watch their fledgling businesses take graceful flight. This book is a treasure chest that provides key insights and methods in the form of real-life stories, humor, strategies, techniques, exercises, checklists, templates, and other resources. Each illustrates in a unique way how good leaders achieve powerful results. Many books on leadership are gimmicky. *The Entrepreneur's Guide to Successful Leadership* focuses—in clear, simple, and direct terms—on the essential fundamentals, the blocking and tackling, required for business success.

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